

Fashion Calendar

1949

March
14

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 11, 1949</u>			
Now Showing	SHOWING OF SUMMER AND TRAVEL COLLECTION Vera Maxwell will present Summer and travel clothes in silk, shantung and cotton at 10:30 A.M., 1:15 P.M. and 4:00 P.M. daily. Contact: Janet Hutton, LO. 3-4358.	VERA MAXWELL	244 WEST 39TH ST. SHOWROOM
Now Showing	TWENTY YEARS OF FASHION IN VOGUE COVERS An exhibition of covers of Vogue Magazine, 1919 to 1940, depicting fashion and illustration trends. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday March 11- April 3 10:00 A.M.- 10:00 P.M.	TRAVEL AND VACATION SHOW FOR 1949 The 1949 Travel and Vacation Show will occupy three floors of the Museum of Science and Industry. There will be airline exhibits including a full-size airplane; also steamship models. Participating foreign countries include Australia, Bermuda, Egypt, Guatemala, Haiti, Italy, Poland and Portugal, with girls in native costume describing traditions of their homelands. There will be a fashion show of luminescent swim-suits by Gantner of California. Admission: 50 cents. Publicity for Museum: Clinton Thomas, CI. 6-2075.	N. Y. MUSEUM OF SCIENCE AND INDUSTRY	RCA BUILDING ROCKEFELLER CENTER
Friday March 11 10:30 A.M.	SPRING MILLINERY BY KENETH HOPKINS Gunther will present a press showing of Spring hats by Keneth Hopkins of Beverly Hills. For Press only, by invitation. Publicity: Nona James, VO. 5-3440.	GUNTHER	MILLINERY DEPT.
Friday March 11 11:45 A.M.	PREVIEW: READY-TO-WEAR ORIGINALS Press showing of Bergdorf Goodman's ready-to-wear originals for Spring, and fashions by Irene of Hollywood. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	754 FIFTH AVENUE
Friday March 11 3:00 P.M.	ANNUAL BENEFIT FASHION SHOW Abraham & Straus will present their annual Spring fashion show for the benefit of the School Settlement. This year's show, "Spring Tonic", will consist of costumes created by 24 top American designers. Tickets: \$2.00 (limited number available at the door). Press by invitation. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	HOTEL ST. GEORGE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 11 7:30 P.M.	"MECHANICS OF PUBLICITY AND PRESS RELATIONS" Second in series of ten Friday evening "Shop Talk Clinics" with a definition of publicity terms, releases, pictures, timing, deadlines, stunts, tie-ins. Speakers: Robert Demme, assistant director of Public Relations for American Overseas Airlines; Arnold Cohan and Eliot Stark, both of whom have their own public relations agencies. Enrollment fee: \$10.00, complete course. Contact: Publicity Club, 545 Fifth Avenue, Room 906, MU. 7-6865; or Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
Saturday March 12 11:00 A.M.	SHOWING OF SPRING FASHIONS FOR TEENS "Spring Seasoning for Teens" -- a showing of suits, coats, dresses and accessories. Open to public. Publicity: Kay Connolly, TR. 5-3100.	MARTIN'S (BROOKLYN)	4TH FLOOR
<u>WEEK BEGINNING MONDAY, MARCH 14, 1949</u>			
March 14	NATIONAL HOBBY WEEK. (March 14 - March 19).		
Monday March 14 9:30 A.M. Breakfast	PRESS SHOWING OF CUSTOM-MADE FASHIONS Showing of Spring and Summer custom-made collection by d'Laurence Roth at a press breakfast. By invitation only. Publ.: Mildred Kaldor, MU.9-5420.	D'LAURENCE ROTH	36 CENTRAL PARK S. STUDIO
Monday March 14 11:00 A.M.	PRESS PREVIEW: FIRST CUSTOM MILLINERY SHOWING Bonwit Teller will present their first custom millinery collection, with a showing of Spring and Summer hats designed by Madame Andrée. Attendance by invitation only. Publicity: Carolyn Haight, EL. 5-6800.	BONWIT TELLER	6TH FLOOR MILLINERY SALON
Monday March 14 11:00 A.M.	PREVIEW OF NEW STORE IN WHITE PLAINS Preview for the press on Monday, March 14 at 11:00 A.M. of Macy's newest suburban store, a modern branch in White Plains, N.Y. The laying of the cornerstone will take place on Thursday, March 17 at 9:30 A.M. The store will be open to the public on Monday, March 21. Contact: John von Arnold, CH. 4-2000, Ext. 2618.	MACY'S	MAMARONECK & MAIN ST. - WHITE PLAINS
Monday March 14 4:00 P.M. Cocktails	SHOWING OF NEEDLEPOINT AS A FASHION HOBBY Press showing of fashion and household items in needlepoint. By invitation only. Contact: Mrs. Winifred Veryard, EL. 5-2756.	ALICE MAYNARD	558 MADISON AVENUE
Monday March 14	NEW YORK DESIGNERS AT INFORMAL SHOWING A series of informal afternoon showings of collections by various designers at Lord & Taylor, with all N.Y. designers appearing in person: Monday, March 14-- Oleg Cassini; Monday, March 21--Jacques Fath. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Monday March 14- March 19	EXHIBITION AND SALE OF WORK BY THE BLIND Exhibition and sale held in connection with the 26th Essex County Educational Week for the Blind. Proceeds for Blind workers. Publicity for Kresge-Newark: Constance Bray, Mitchell 2-8000, Ext. 392.	N.J. COMMISSION FOR BLIND; & KRESGE-NEWARK	KRESGE-NEWARK 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 15 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FURS Esther Dorothy will present her Spring custom-order furs to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Tuesday March 15 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING Speakers: Pauline Frederick, ABC's only woman news commentator; and Mary Donlon, Chmn. of N.Y. State Workmen's Compensation Board. Guest of honor: Joyce Redman, of "Anne Of A Thousand Days." Price: \$2.50. Contact: Mabel Blake, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR
Tuesday March 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW "Your Hat's In The Ring"--Peg Fischer will present Spring and Summer millinery fashions. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI.7-8060. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 15 4:00 P.M.- 6:00 P.M.	SPECIAL DEMONSTRATION OF BODY CONDITIONING "Spinal-wise is Figure-wise"--news and special demonstration for beauty press by Manya Kahn at her Body Conditioning Studio. Twenty minute demonstration promptly at 5:00 P.M. By invitation only. Publicity: Eleanor Rowlands, of Rowlands Associates, LE. 2-9292.	MANYA KAHN	53 WEST 57TH STREET STUDIO
Tuesday March 15- March 17 4:00 P.M. Cocktails	VELVET FASHIONS BY PARISIAN COUTURIERS Presentation of original Spring fashions in Crompton Couture velvets, as shown in the French collections of Balmain, Lanvin, Molyneux, Patou, Piguet. Showings for manufacturers and retailers at 4:00 P.M. on Tues., March 15; Wed., March 16; Thurs., March 17. Press will be invited to Tuesday's showing. By invitation only. Publ.: Murrow McCurnin, CH.4-4210.	CROMPTON-RICHMOND CO.	HOTEL PLAZA BAROQUE ROOM
Wednesday March 16 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW "Prelude to Easter"--presentation of Easter millinery by Aranka. Press by invitation. Public by reservation. Contact: "Frank", Sert Room headwaiter, EL. 5-3000. Aranka Publicity: Ann Rountree, PL. 8-2966. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA	WALDORF-ASTORIA SERT ROOM
Wednesday March 16 1:00 P.M. Luncheon	EASTER FASHIONS AT LUNCHEON SHOW Russeks will present "Easter Parade of Fashions" during luncheon. Press by invitation. Public by reservation. Contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Russeks Publicity: Helen Moran, WI.7-1900. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE.8-8000.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Rosette Pennington's Spring and early Summer fashions will be presented during luncheon. (The Plaza Luncheon Fashion Show is scheduled for Wednesday this week because of St. Patrick's day on Thursday). Press by invitation. Public by reservation. Contact: PL. 9-3000, Ext 176. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 17	ST. PATRICK'S DAY (Thursday).		
Thursday March 17 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING Subject: "Showmanship in Business"...how to use techniques of radio, stage and screen to sell fashion. Speaker: M. Zenn Kaufman, Merchandising Director, Philip Morris & Co., Ltd., and Co-Author of "Showmanship in Business". Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday March 17- March 18	MARKETING CONFERENCE The conference will open at 10:30 A.M. on Thursday and continue until 4:30 P.M. on Friday. Non-members are invited to attend the Thursday evening session when there will be discussion of "The Impact of Television on Marketing Methods". Speaker: Joseph B. Elliott, Vice-President of RCA. Contact: American Management Assn., 330 West 42nd St., BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	HOTEL STATLER GRAND BALLROOM
Friday March 18 11:00 A.M.	PRESS SHOWING OF BUDGET FASHIONS Gimbels will present budget-priced fashions for juniors, misses and women, to retail for \$15.00 and less. Navy will be featured in a variety of fabrics. By invitation only. Showing will be repeated for the public on Gimbels 3rd floor, Monday, March 21, at 6:00 P.M. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	9TH FLOOR PUBLICITY OFFICE
March 20	FIRST DAY OF SPRING (Sunday).		
Monday March 21 1:00 P.M. Luncheon	FURS AND FASHIONS AT LUNCHEON SHOW Jaeckel will present furs and custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jaeckel Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL	HOTEL PLAZA PERSIAN ROOM
Monday March 21 5:00 P.M. Cocktails	PRESENTATION OF FIRST COLLECTION Premiere showing of Spring and Summer custom designs by Alva of Chicard. The new firm will employ D.P.'s and is sponsored by the Social Committee for the assistance of N.Y. State Committee on Displaced Persons. Attendance by invitation only. Publicity: Mr. D.W. Martin, TR. 3-5152.	CHICARD	21 EAST 79TH ST. PRINCE S. BELOSSELSKY
Tuesday March 22 11:00 A.M.	PREVIEW OF MADE-TO- ORDER MILLINERY Press showing of Spring and Summer made-to-order millinery at Bergdorf Goodman. Attendance by invitation only. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	754 FIFTH AVENUE
Tuesday March 22 1:00 P.M. Luncheon	SUMMER PLAYCLOTHES AT LUNCHEON SHOW "Summer Coolers", presentation of sheers and cottons by Horwitz & Duberman in playtime, daytime and evening fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 3-4600 Ext 20. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	HORWITZ & DUBERMAN	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 23 1:00 P.M. Luncheon	FASHIONS FOR SPRING AT LUNCHEON SHOW Spring fashions in N.Y. will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Wednesday March 23 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM-ORDER FASHIONS Benefit fashion show by Sydell, presenting suits, dresses, cocktail and evening clothes. For benefit of Yeshiva College, Women's Div. Tickets: \$25.00; contact: Mrs. Wouk, MU. 7-2757. Sydell contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday March 23 2:30 P.M.	SHOWING OF SPRING MILLINERY FASHIONS Altman's will present new millinery for Spring. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Thursday March 24 12:30 P.M. Luncheon	PRESS SHOWING OF CHILDREN'S FASHIONS McKem-Vanta will present "Life with Children", a showing of complete wardrobe for children, from tots to teens. Show at 1:15 P.M. Attendance by invitation only. Publicity: Evelyn Wade, George N. Kahn Co., MU. 9-0450.	McKEM-VANTA	HOTEL PIERRE COTILLION ROOM
Thursday March 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Spring fashions from Macy's will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Saturday March 26 11:00 A.M.	"CALLING ALL GIRLS" FASHION SHOW "Camera Click" fashion show presenting teen fashions for Easter. Commentator: Nancy Pepper, fashion editor, "Calling All Girls" Magazine. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Tuesday March 29 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of custom-made and ready-to-wear gowns for Spring and Summer by Jonai. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	JONAI	RITZ CARLTON HOTEL OVAL ROOM
Cancelled March 29	THE SPRING MILLINERY BUDGET FASHION SHOW BY THE MILLINERY FASHION BUREAU AND MILLINERY STABILIZATION COMMISSION, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 29 AT 7:00 P.M., HAS BEEN CANCELLED.		
Wednesday March 30 1:00 P.M. Luncheon	SPRING FURS AT LUNCHEON SHOW Ritter Brothers will present fur fashions in mink, broadtail, and fox at a luncheon show. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Contact at Ritter Brothers: George Wrangell, BR. 9-8144. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RITTER BROTHERS	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 30 2:30 P.M.	SHOWING OF FASHIONS FOR SPRING 1949 Presentation of Spring fashions, including dresses, suits, coats and accessories. Open to public.	FREDERICK LOESER & CO. (BROOKLYN) Publicity: R.C. Rulnick, TR. 5-8100, Ext. 315.	GARDEN CITY HOTEL GARDEN CITY, L. I.
Thursday March 31 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Luncheon showing of custom-order fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Farquharson & Wheelock contact: PL. 3-1436. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELLOCK (23 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
April 1	APRIL FOOL'S DAY. (Friday).		
Friday April 1 1:00 P.M. Luncheon	SHOWING OF DIOR'S AMERICAN COLLECTION Luncheon showing sponsored by the Goddard Neighborhood Center, presenting Dior's first American designed collection. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CHRISTIAN DIOR -- NEW YORK	HOTEL PIERRE COTILLION ROOM
Monday April 4- April 7	INTERNATIONAL BEAUTY SHOW FOR 1949 Hairstyle forecasts for Spring and Summer 1949, with ten styles covering all ages of customers, from teens to matrons. New styles will be created by eight guest artists: Anthony Colletti, Virginia Marold, Jack Le Goms, Stanley, Caruso, May di Zazzo, Sandra Fields, Michel of Paris. Tickets: \$1.20 to \$3.30. Managing Director: Joseph Byrne. Publicity: Lucille Egelhoff, BU. 8-5948.	INTERNATIONAL BEAUTY SHOW (19 WEST 44TH STREET)	GRAND CENTRAL PALACE LEX. AND 45TH ST.
Tuesday April 5 2:30 P.M.	HENRY ROSENFELD'S SUMMER FASHIONS Summer fashions by Henry Rosenfield will be presented at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	YOUNG 7TH FLOOR
Wednesday April 6 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Dein Bacher will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday April 6 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Nettie Rosenstein's fashions for Spring will be presented during luncheon for the benefit of the Generosity Thrift Shop. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	NETTIE ROSENSTEIN	HOTEL PIERRE COTILLION ROOM
Wednesday April 6 2:30 P.M.	SHOWING OF FASHIONS FOR THE BRIDE Altman's will present a bridal fashion show including complete trousseaux. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 6	ARMY DAY. (Wednesday).		
Thursday April 7 12:30 P.M. Luncheon	"SPRING IS IN THE 'HAIR'" LUNCHEON With the first breath of Spring, Hughes is introducing "Breath-taking" new designs and materials for brushes at a luncheon for the newspaper and magazine press. Attendance by invitation only. Publicity: Pauline Parker, CH. 4-3000.	TEK HUGHES, INC.	HOTEL PIERRE ROOF GARDEN
Thursday April 7 1:00 P.M. Luncheon	GIFTS & ACCESSORIES AT LUNCHEON SHOW Presents Unlimited will show a variety of gifts, including personal and home accessories. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Hotel Plaza Publicity: Mary Alice Rice, CI.6-1790.	PRESENTS UNLIMITED (5TH AVE. & 59TH ST.)	HOTEL PLAZA TERRACE ROOM
April 10	PALM SUNDAY.		
Week Of April 10	HOLY WEEK No regular luncheon fashion shows have been scheduled at the following hotels during Holy Week: Ritz Carlton, Waldorf-Astoria, Pierre.		
April 14	HOLY THURSDAY.		
Thursday April 14 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publ.: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
April 14	FIRST DAY OF JEWISH PASSOVER. (Thursday at sundown).		
April 15	GOOD FRIDAY.		
April 17	EASTER SUNDAY		
Tuesday April 19 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will have a fabric luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. (<u>Note change of date</u>). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday April 21 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON SHOW "Hairlines and Necklines"--Berthold will present hair fashions to go with the new necklines for Spring and Summer. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Berthold Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publ.: Mary Alice Rice, CI.6-1790.	BERTHOLD (22 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
April 24	DAYLIGHT SAVING TIME BEGINS IN N. Y. (Move clocks back one hour).		
Tuesday April 26 1:00 P.M. Luncheon	BENEFIT SHOWING: SPRING AND SUMMER FASHIONS Fashion show for benefit of Hebrew Children's Home, with a presentation of Spring and Summer custom-order fashions by Sydell. Tickets: \$7.50; contact: Mrs. A.F. Carman, JE. 7-3171. Sydell contact: PL. 8-0892.	SYDELL	HOTEL ASTOR BELVEDERE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 28 12:15 P.M. Luncheon	READY-TO-WEAR LUNCHEON MEETING The Fashion Group will have a ready-to-wear luncheon meeting. Details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 4 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Summer fashions will be presented during luncheon by Arnold Constable. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publicity Office, Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Sunday May 8	MOTHER'S DAY Theme: "Everybody's in Love with Mom!"		
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK The nineteenth Annual National Cotton Week, sponsored jointly by the Cotton-Textile Institute and National Cotton Council, is being scheduled one week earlier than in previous years. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Contact: The Cotton-Textile Institute, Inc., WO. 2-0270.	COTTON-TEXTILE INSTITUTE, INC.	THROUGHOUT THE COUNTRY
Wednesday May 11 12:30 P.M. Luncheon	PREVIEW OF FALL FASHIONS IN LINGERIE M.C. Schrank will present lingerie for Fall in nylon, cotton, rayon and flannelette. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4282.	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
Tuesday May 17 10:00 A.M.	ANNUAL JUVENILE FASHION CLINIC Parents' Magazine will present their infants' and children's wear fashion clinic for retail stores and resident buying office executives. At the morning clinic, from 10:00 A.M. to 12:00 Noon, Mrs. Beryl Tucker, fashion editor of Parents' Magazine, will present clothes of interest to the children's wear buyers and boys' wear buyers. At the afternoon clinic, from 2:30 P.M. to 4:30 P.M., Nancy Pepper, Fashion Editor of "Calling All Girls", Parents' Institute teen magazine will present a preview of Fall teen fashions, selected from the back-to-school issues of "Calling All Girls" Magazine. There will be a luncheon at 12:30 P.M. with the following speakers: Richard C. Bond, Vice-President of John Wanamaker, Phila.; George Engel, Jr., Secretary of Jane Engel, Inc.; James G. Kendrick, President of the Infants' and Children's Wear Buyers Association. Tickets: \$17.50 for entire day; \$12.50 for morning clinic; \$6.00 for luncheon alone. Contact: Monroe Michels, Promotion Director of Parents' Magazine, 52 Vanderbilt Avenue, MU. 5-4400.	PARENTS'S MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Thursday May 19 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Winning designs by students of Parsons School of Design will be presented at their twenty-fifth annual fashion show. Admission to afternoon showing: \$1.20; evening showing: \$1.80. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 E. 57 St.)	HOTEL ASTOR BALLROOM

MUSIC...MOVIES...THEATRES...TELEVISION

Thursday
March 10 PREMIERE: "LITTLE WOMEN" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.
MGM has released a new technicolor version of Louisa May Alcott's classic story of four girls in the Civil War period. Starring June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor. A Mervyn LeRoy production. Costumes: Walter Plunkett. Publ.: Herbert Crocker, LU. 2-2000.

Friday
March 11 PREMIERE: "MOTHER IS A FRESHMAN" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox presents Loretta Young and Van Johnson in the technicolor movie about a young mother who becomes a Freshman at the same college where her daughter is a Sophomore. Producer: Walter Morosco. Director: Lloyd Bacon. Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CO. 5-3320.

Week
Of BALLET RUSSE DE MONTE CARLO N.Y. CITY CENTER, 131 WEST 55TH STREET
March 13
SUN., MARCH 13: (Mat.) Carnaval, Nutcracker, Madronos.
SUN., MARCH 13: (Eve.) Love Song, Nutcracker, Le Beau Danube.
TUES., MARCH 15: Swan Lake, Nutcracker, Scheherazade.
WED., MARCH 16: Les Sylphides, Love Song, Le Beau Danube.
THURS., MARCH 17: Coppelia, Pas de Deux, Madronos.
FRI., MARCH 18: Carnaval, Pas de Deux, Love Song, Quelques Fleurs.
SAT., MARCH 19: (Mat.) Concerto Barocco, Coppelia, Madronos.
SAT., MARCH 19: (Eve.) Quelques Fleurs, Rouge et Noir, Gaité.
SUN., MARCH 20: (Mat.) Swan Lake, Nutcracker, Scheherazade.
SUN., MARCH 20: (Eve.) Pas de Quatre, Giselle, Gaité.
Publicity: Michael Mindlin, Jr., CI. 7-5911.

Sunday
March 13 TELEVISION: "FASHIONS ON PARADE" TOP PRODUCTIONS, WABD, CHANNEL 5
"Love Story" -- featuring fashions by Bienen-Davis Bags, Ceil Chapman, Dorian Negligees, Gotham Hosiery, Marvella Pearls and James Scali, custom-tailor. Commentator: Adelaide Hawley. Publ.: Marion Mondschein, MU. 7-0272.

Week
Of METROPOLITAN OPERA: FINAL WEEK METROPOLITAN OPERA HOUSE, 39TH & B'WAY
March 14
MON., MARCH 14: LE NOZZE DI FIGARO, (Mozart). Conductor: Busch.
TUES., MARCH 15: IN PHILADELPHIA.
WED., MARCH 16: LA BOHEME, (Puccini). Conductor: Antonicelli.
THURS., MARCH 17: AIDA, (Verdi). Conductor: Cooper.
FRI., MARCH 18: PARSIFAL, (Wagner). Conductor: Reiner.
SAT., MARCH 19: (Mat.) RIGOLETTO, (Verdi). Conductor: Cimara.
SAT., MARCH 19: (Eve.) LA TRAVIATA, (Verdi). Conductor: Antonicelli.
Publicity: Margaret Carson, PE. 6-1200.

Monday
March 14 TELEVISION: "VANITY FAIR" CBS-TV, CHANNEL 2
Dorothy Doan program will present first public showing of French originals in fabrics woven with Estron, as presented at a fashion show by A.M. Tenney Associates. Commentator: Virginia Pope. Publicity: Helen Bratstrud, PL. 5-2000.

Tuesday
March 15 TELEVISION: "VANITY FAIR" CBS-TV, CHANNEL 2
Subject: "Good Grooming" -- Harry Conover will present models Peggy Kimber and Sandra Lane on Dorothy Doan's program. Publicity: Helen Bratstrud, PL. 5-2000.

Wednesday
March 23 PREMIERE: "PORTRAIT OF JENNIE" (Movie) RIVOLI THEATRE, B'WAY & 50TH ST.
Selznick Releasing Organization presents a technicolor version of Robert Nathan's fantasy about an artist and the ethereal girl with whom he falls in love. Starring Joseph Cotten and Jennifer Jones. Producer: David O. Selznick. Director: William Dieterle. Publicity: Nick Mamula, EL. 5-5323.